



How We Build a Lead List

Sourcing, verification and scoring, written down so you can check our work. Example ICP: property managers for a commercial HVAC maintenance firm (fictional).

Sources Licensed tools + public records

Verification Every email, before delivery

Scoring 100-point rubric, shown per row

Gate 10-row sample you approve first

00 The flow



01 ICP definition

Field	What we pin down	Example (fictional HVAC client)
Industry	Industries in and out, in plain words	Commercial property management; owner-operators of office, medical office, retail and light industrial
Size	Headcount band and/or portfolio size	10–250 employees; 5–60 managed buildings
Geography	Where the client can actually deliver	Richmond metro and Hampton Roads, VA
Titles	Primary buyer, then backup contact	Director of Facilities or Property Manager; backup: Chief Engineer, VP Operations
Triggers	Public signals that make timing better	New property under management, engineer job post, renovation announced
Exclusions	Who never gets emailed	Current customers, open deals, residential-only managers, national REITs with national contracts

02 Where the data comes from

Sources we use

- **Apollo** (licensed) for company and contact search
- **Company websites:** team pages, news, careers pages
- **Public directories:** state business registries, chamber and industry-association member lists where public, Google Business listings
- **Job boards and press releases** for trigger events

What we don't do

- No LinkedIn scraping or automation
- No purchased lists of unknown origin
- No guessed emails delivered as "verified"
- US targets only; every row carries a source URL

A name and title must appear in at least one source we can link to (company site, registry filing or Apollo) before the contact is kept.

03 Email verification & catch-all handling

Every address runs through a paid verifier (Hunter.io, or a pay-as-you-go verifier such as MillionVerifier or NeverBounce; the tool used is named in your delivery notes) right before delivery, and again if the list sits unused for more than 30 days.

Status	What we do
VALID	Kept
CATCH-ALL	Kept but flagged; your choice (below)
Invalid / unknown	Removed; we look for another contact at that company
Role address (info@, sales@)	Removed by default

Catch-all domains accept mail for any address, so a verifier can't confirm the person's inbox exists. Your options:

- **Exclude:** the safest choice for brand-new sending domains.
- **Send separately:** in small, capped batches after the main list, watching bounces closely.
- **Hold:** keep them in a separate tab for later.

Catch-alls are never mixed silently into the main send list.

04 De-duping against your CRM

You send

A CRM export (company, domain, email is enough), plus current customers, open deals and past opt-outs.

We match on

Exact email, company domain, and normalized company name (so "Example Co." = "Example Company, LLC").

We remove

Any match, plus anyone on the global suppression list or already in another active campaign. The count removed is reported.

05 Scoring rubric (100 points, shown on every row)

Criterion	Points
Fit: does this company match the ICP?	50
Industry / building type match	15
Size band match	15
Inside the service geography	10
Contact title is the primary buyer (backup title = 5)	10
Intent: is there a reason to write now?	30
Trigger event in the last 90 days, with source	15
Hiring for a related role	10
Other visible signal (renovation, expansion)	5
Reachability: will the email land with the right person?	20
Email status: valid 12 · catch-all 5	12
Name + title confirmed in a second source	5
Company site and details current	3

Scores are simple on purpose: each point comes from a yes/no check you can see in the sheet. Nothing is a black-box "AI score."

A · 75–100 Send first; strongest first lines.

B · 55–74 Send after A; step 1 still personalized.

C · under 55 Held back; re-checked at the next refresh.

Weights are adjusted with you after the 10-row sample if your buyers behave differently.

06 Delivery format

A Google Sheet (or CSV for Smartlead) with one row per contact. Columns:

Company · domain · city, state

Industry / segment · employee band · building types

Contact name · title

Email · verification status · date verified

Fit / Intent / Reach sub-scores · total · tier

Research note (why they fit, with the trigger)

Draft first line (human-checked)

Source URLs

Sample rows (fictional companies and people; emails use reserved example domains)

Company	Contact	Email / status	F	I	R	Total	Tier	Research note
Example Property Co. A Glen Allen, VA · 50–100	Jordan Example Director of Facilities	jordan@example.com VALID	50	15	20	85	A	Took over management of a 3-building office park last month (news page).
Example Realty Co. B Norfolk, VA · 20–50	Casey Sample Senior Property Manager	casey@example.net VALID	50	10	15	75	A	Hiring a building engineer (careers page); medical-office portfolio. Title not yet in a 2nd source.
Example Commercial Co. C Richmond, VA · 100–250	Riley Placeholder VP Operations	riley@example.org CATCH-ALL	45	15	13	73	B	Announced a lobby and HVAC renovation at a downtown building (press release).
Example Properties Co. D Chesapeake, VA · 10–20	Morgan Demo Property Manager	morgan@example.com VALID	50	5	15	70	B	Retail strip centers; site lists a new tenant fit-out. No trigger in last 90 days.
Example Tower Co. E Midlothian, VA · 10–20	Taylor Test Office Manager	taylor@example.net CATCH-ALL	25	0	8	33	C	Single building (below the 5-building floor) and the contact isn't the buyer. Held.

F = Fit (max 50), I = Intent (max 30), R = Reachability (max 20). Full delivery also includes domain, source URLs, date verified and the draft first line.

07 The 10-row approval sample

- 1 Kickoff:** you confirm the ICP brief in writing (the table in section 01).
- 2 Within 1 business day:** we send 10 fully built rows: scored, verified, with research notes and draft first lines.
- 3 You mark each row** keep or reject, with a few words on why.
- 4 We adjust** filters, titles or weights, and resend if needed.
- 5 Only then** do we build the full list. The full list is built only after you approve the sample.

Who checks the work: Sitrep Leads is a new agency. Michael reviews every list before it reaches you. He spot-checks sources, reads every first line, and removes anything he can't stand behind.

Want a list built this way? Email your ideal customer in a few lines to replies@sitrepleads.com and get a written plan plus the 10-row sample back.